

mój piękny Ogród



Mediakit
2016

A word of introduction



Mój Piękny Ogród is dedicated to everyone who appreciates beauty of nature. It is a source of practical knowledge, original ideas and inspiration. Advices how to arrange a garden or a plot of land to please the eye throughout summer time.

Mój Piękny Ogród shows novelties from the plant world and presents ready-made garden and small architecture solutions.

Mój Piękny Ogród is a monthly professional source of knowledge about gardening presented in a comprehensible form.

Mój Piękny Ogród is a reliable adviser for each and every gardening enthusiast.

Grzegorz Pawlik
editor-in-chief

mój piękny Ogród

Information about the title

Mój Piękny Ogród

First published in 1997 has been the leader on the market ever since. It is the leader in gardening segment magazines as well as in the top ten of monthly magazines read in Poland.

Mój Piękny Ogród:

- presents worldwide gardening trends and novelties
- provides experts' texts
- is a recognized brand within gardening magazines section.
Since 1999 4 special editions have been published under the brand of *Mój Piękny Ogród*.



Regular columns



mój piękny Ogród

Sales: **52,096** copies

Readership: **1,420,195**

Reader's profile:

34% of men, **63%** of women

Average age: **48** years old

Secondary and higher education: **70%**

Household income above 3 000 pln: **60%**

Place of residence – towns of more than 50 000 residents: **28%**

Source: PBC; 7/2014 – 6/2015; SCPW; all; n= 29,342; realization Millward Brown; compilation Burda
ZKDP; 7/2014 – 6/2015

mój piękny Ogród

Online

facebook

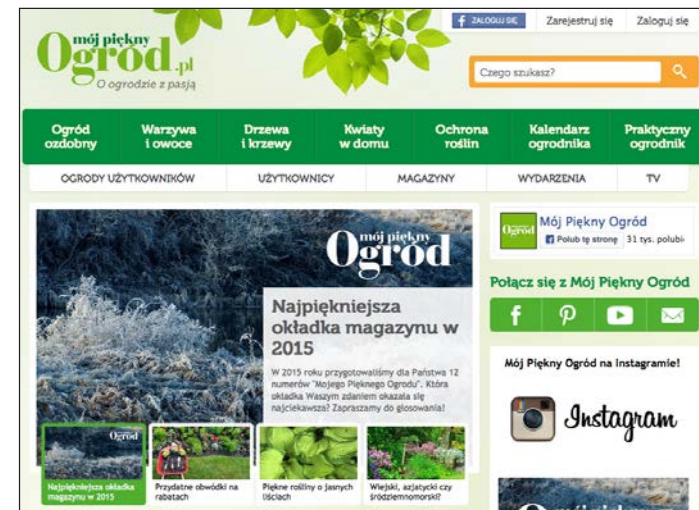


Fanpage of Mój Piękny Ogród

31,450 fans

(figures for 02.12.2015)

mojpieknyogrod.pl

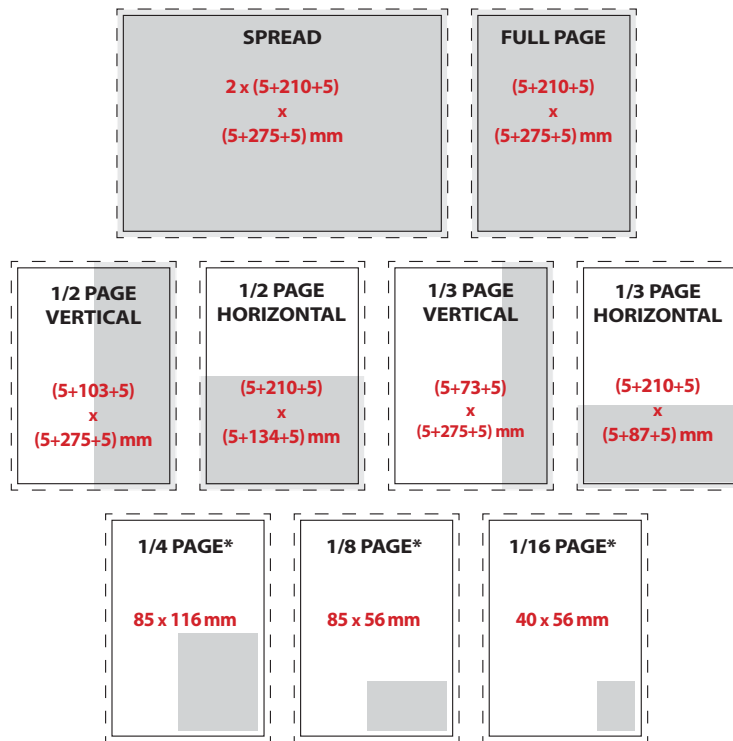


397,475 page views

95,993 unique users

(Jan-Oct 2015)

Formats and price list



* Non-bleed advertisement

Applicable from issue 4/2016

Spread	8 320 €
II cover	5 700 €
III cover	5 220 €
IV cover	6 200 €
full page	4 800 €
1/2 page	3 100 €
1/3 page	2 400 €
1/4 page	1 900 €
1/8 page	1 350 €
1/16 page	725 €

SURCHARGES

Ad placement in the first 1/2 of the magazine	15%
Ad placement in the first 1/3 of the magazine	30%
Ad placement aside selected editorial material	15%
Second advertiser	10%

Other non-standard advertisements to be settled on the basis of separate cost calculation. All prices are net prices. Statutory VAT tax value is to be added to all the prices above.

Publishing schedule

Issue number	Deadline of submitting materials	The first day of sales
2/2016	05.01.2016	22.01.2016
3/2016	03.02.2016	19.02.2016
4/2016	02.03.2016	18.03.2016
5/2016	06.04.2016	22.04.2016
6/2016	09.05.2016	27.05.2016
7/2016	08.06.2016	24.06.2016
8/2016	06.07.2016	22.07.2016
9/2016	02.08.2016	19.08.2016
10/2016	07.09.2016	23.09.2016
11/2016	05.10.2016	21.10.2016
12/2016	31.10.2016	18.11.2016
1/2017	30.11.2016	16.12.2016

Technical data and terms of acceptance of advertising orders

Net format	210x275 mm
Files	PDF 1.3 version
Data storage	Files up to 10 MB e-mail: reklama@burdamedia.pl ftp://ftp.burdamedia.pl/ login: reklama hasło: burdamedia
Print	offset
Binding method:	perfect bound

Preparing of materials (technical specification summary)

Color space: CMYK

Vector graphics – texts converted to curves

Total ink limit (TIL):

covers: 320%
inside pages: 320%

ICC profiles:

covers: ISO Coated v2 (ECI)
inside pages: ISO Coated v2 (ECI)

Bleeds: min. 5 mm; minimal proximity of all elements from trim edge: 5 mm and from the spine: 10 mm

The spread's image should have 6 mm of doubling

ICC profiles are available on ftp.burdamedia.pl in DOWNLOAD folder. The table above is a summary of Technical Specification available on www.burdamedia.pl or ftp.burdamedia.pl in DOWNLOAD folder. In case of discrepancies the full Technical Specification content should be followed. **Should you have any technical question, please contact:** Tomasz Langsam, tel. +48 71 37 62 828, e-mail: tomasz.langsam@burdamedia.pl

The detailed sale conditions of advertising surface, including advertising orders, publishing and emission of announcements and/ or advertisements in magazines issued by Burda Media Polska Sp. z o.o. [limited liability company] as well as Companies of Burda Media Group, i.e. Burda Communications Sp. z o.o. [limited liability company], Burda Publishing Polska Sp. z o.o. [limited liability company, limited partnership], Burda GL Polska Sp. z o.o. [limited liability company] as well as Burda NG Polska Sp. z o.o. [limited liability company, limited partnership], are stated in Bylaws of Advertising and Announcements Orders available at **www.burdamedia.pl**

Why the Press?

1 Press engages – while reading we concentrate. Therefore, we can easily take our mind off things. It is a kind of relaxation we yearn for.

2 Press builds credibility – through constant contact with our readers we know how to advise and make our readers trust us. It is the special bond and trust between the reader and the magazine that is created on the basis of a discussion (e-mails, letters, comments, dispute) and which results in strengthening credibility and advertising message.

3 Press enhances brand awareness - thanks to immense possibilities of presenting a product in press, the enhanced content of advertisements does not only allow the reader to get to know the product better but also strengthens its image.

4 Press reaches target groups – on the basis of wide variety of topics, consumer and readership research, it is easy to create target groups and introduce products in accordance with a group's needs.

5 Press is creative – except a wide variety of formats that the press has to offer, it also provides advertising forms such as: inserts, glues inserts, bands, scented strips, folds and many others within the scope of its immense possibilities.

6 Press builds intimacy – as the research show, most women associate reading with relax and intimacy. This is what clearly improves perceiving the message of an advertisement. Moreover, a magazine always engages into a discussion; what's new, what's interesting, what worth recommending.

7 Press does not irritate – the research show that TV audience is irritated by the amount of emitted commercials. 80 percent of respondents considered commercials to be the most irritating whereas advertisement in press is regarded to be irritating by only 8 percent.

* Source: PRO Media House presentation, on the basis of the research by Demoskop



Contact Details

www.burdamedia.pl

BURDA MEDIA POLSKA SP. Z O.O.

ul. Marynarska 15
02-674 Warszawa
NIP: 101-00-01-332

Bank account:

mBank
91 1140 1977 0000 3057 5100 1001

Payment date:

after the publication of the advertisement, on the basis of the VAT invoice issued, within the deadline indicated in the order or the invoice.

Periodicity: monthly

Territorial scope: nationwide

ISSN: 1426-6334



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